PROVINCIAL ADVISORY COUNCIL
ON THE STATUS OF

WOMEN

NEWFOUNDLAND & LABRADOR

Annual Report

2011-2012

PROVINCIAL ADVISORY COUNCIL ON THE STATUS OF WOMEN
NEWFOUNDLAND & LABRADOR

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May 29, 2012

Honourable Charlene Johnson
Minister Responsible for the Status of Women
Government of Newfoundland and Labrador
P.O. Box 8700
St. John's, NL A1B 4J6

Dear Minister Johnson:

On behalf of the members of the Provincial Advisory Council on the Status of Women, it is my pleasure to submit our 2011-2012 Annual Report in accordance with the guidelines for Annual Performance Reports for Category 2 Government Entities.

This report was prepared under my direction. My signature reflects Council members' accountability for the results contained in this report.

Sincerely,

Linda Ross
President/CEO

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1.0 Organizational Overview

The Provincial Advisory Council on the Status of Women (PACSW) is an arms-length, external agency which reports to the Minister Responsible for the Status of Women. It was established by the Provincial Government in 1980 and received legislative standing with the introduction of the *Status of Women Advisory Council Act*.

The Advisory Council consists of 11 members, including a President/CEO and a Vice-President. It was created to advise the Provincial Government on issues affecting the status of women and to raise awareness of women's issues within the general public.

The President/CEO is a full-time salaried staff position filled through a public service competition. The successful candidate is appointed to a three-year term by the Lieutenant-Governor in Council.

Members of the Advisory Council are selected following a nomination call by the Women's Policy Office. They are appointed by the Lieutenant-Governor, in Council for three-year terms of office and are eligible for reappointment.

'The Advisory Council plays an integral role in our government's efforts to advance the status of women by bringing forth the concerns and issues of diverse groups of women in Newfoundland and Labrador.'

Honourable Charlene Johnson, Minister Responsible for the Status of Women

1.1 Advisory Council Members

Advisory Council members bring diverse experiences and feminist analysis to the work of the Advisory Council. Their demonstrated leadership and commitment to advancing the status of all women in Newfoundland and Labrador is vital to the work on women's equality issues from a community, regional or Provincial perspective. Council members bring experiences of rural and urban women, multicultural and Aboriginal women, women with disabilities, and women with experience in social, economic and political sectors.

In March 2012, the three-year term of Council members appointed in 2009 ended. In April 2012, the current Council was established with three new Council members appointed, two members reappointed for a second term and five members reappointed for a third term.

2012- 2013 Council Members:

- Linda Ross, President/CEO - St. John's
- Carolyn Lavers, Vice-President - Port au Choix

- Mary Pia Benuen - Sheshatshiu
- Stephanie Flowers - Happy Valley-Goose Bay
- Yamuna Kutty - St. John's
- Hilda Whelan - Whitbourne
- Michelle Murdoch - St. John's
- Kelly Power - Paradise
- Melita Collier - St. Alban's
- Lorraine Hearn - Grand Falls- Windsor
- Cynthia Benoit - Conne River

1.2 Staff

The Advisory Council operates with a staff complement of four full-time staff, including the President/CEO. The four full-time staff:

- Gillian Spurrell, Executive Administrator
- Jessica Gallant, Research and Policy Analyst
- Sarah Flynn, Communications and Outreach Director
- Linda Ross, President/CEO

See **Appendix A** for Advisory Council member biographies.

1.3 Mandate

The mandate of the Advisory Council is derived from Section 3 of the *Status of Women Advisory Council Act*. It reads as follows:

3. *The advisory council shall*

a) Advise the minister on those matters relating to the status of women that the minister refers to the advisory council for consideration;
b) Advise the minister on those matters relating to the status of women that the advisory council feels appropriate;
c) Bring before the government and the public matters of interest and concern to women; and
d) Establish the general policies that will govern the organization, administration and operation of the advisory council.

Vision:

Equality, equity and inclusion for women in Newfoundland and Labrador.

1.4 Values

Advisory Council members and staff work from a feminist perspective to advance the status of women in Newfoundland and Labrador. In 2011, the Advisory Council developed a set of values for the Advisory Council: commitment, dynamic, inclusiveness, evolving, respectful, celebration, collaborative.

See **Appendix B** for a description of these values.

1.5 Physical Location

The leased, accessible office space is located at 15 Hallett Crescent, Suite 103, St. John's, NL.

Working for social, cultural, economic, legal and political equality for women of Newfoundland and Labrador.

PROVINCIAL ADVISORY COUNCIL ON THE STATUS OF WOMEN
NEWFOUNDLAND & LABRADOR

Equity, Equality and Inclusion for Women

1.6 Budget

In April 2011, the Advisory Council was allocated $462,700 by the Government of Newfoundland and Labrador, an increase of $11,000 over the April 2010 budget.

1.7 Lines of Business

Lines of business are defined as those discrete and coherent sets of programs, services and/or products that represent what the Advisory Council provides to its external clients.

In keeping with the Advisory Council's legislated mandate, the following lines of business have been identified:

(1) **Advising Government on Issues Affecting the Status of Women**

The Advisory Council provides advice as requested by the Minister and other Government of Newfoundland and Labrador departments and agencies. On an ongoing basis, the Advisory Council is asked for recommendations on changes to, or the creation of, legislation, policies and practices affecting the status of women in Newfoundland and Labrador.

The work of the Advisory Council is centred on improving Government of Newfoundland and Labrador policies, programs, practices, services, legislation and budget allocations as a means to advance the equality of women in Newfoundland and Labrador. The Advisory Council also brings emerging issues and concerns to the Government of Newfoundland and Labrador. It works with individual women, women's groups, and the Women's Policy Office to identify the issues and develop an analysis of problems and solutions.

While the Advisory Council is not the direct agent of change, Advisory Council members provide advice and direction to the Government of Newfoundland and Labrador and advocate for systemic changes. Advice is generally provided through position papers, briefs, written recommendations and in the course of face to face meetings. The Advisory Council identifies processes to move existing policy forward or to deal with gaps. It also engages in issue analysis, research and consultation. In addition, the Advisory Council participates in a variety of committees and working groups, which provide information and recommendations related to advancing the status of women.

(2) **Outreach and Consultation**

The Advisory Council conducts outreach to equality-seeking and community based organizations and to the Government of Newfoundland and Labrador by responding to requests for workshops, presentations and speeches on gender specific issues, women's experiences, feminist analysis and gender inclusive analysis. In addition, the Advisory Council engages in provincial outreach by travelling and meeting with groups of women in the Province of Newfoundland and Labrador to discuss issues related to the status of women.

When working on specific issues, the Advisory Council reaches out to stakeholders, clients and others for information and collaboration. It engages in networking and consultation with women's groups throughout the Province of Newfoundland and Labrador, as resources allow and as indicated by the strategic priorities.

The Advisory Council's outreach work is done using communication tools such as email, phone, listserv and conference calls. The Advisory Council is increasingly engaged in outreach through travel and face- to- face meetings with women in the Province of Newfoundland and Labrador. The Advisory Council hosts and participates in roundtable meetings; brings groups together to facilitate information exchanges; and participates in local, regional and national meetings and conferences. The Advisory Council also engages in outreach with women's equality-seeking groups through participation on outside boards and advisory committees.

(3) **Public Education and Awareness**

The Advisory Council's third line of business is focused on providing public education and awareness on issues related to women's social, legal, economic, political and cultural equality.

The Advisory Council uses the media, both print and electronic, to provide information on the status of women, both proactively and reactively. This enables the Advisory Council to provide public feminist reaction and analysis on issues both negatively and positively affecting women's equality and inclusion.

The Advisory Council creates and/or circulates information, briefs, reports and other documents related to the status of women. The Advisory Council also publishes articles in magazines and periodicals.

Additional public education and awareness initiatives include the hosting and co-hosting of educational roundtables and workshops.

2.0 Shared Commitments

During 2011-2012, a positive and dynamic working relationship with the Minister Responsible for the Status of Women and the Women's Policy Office continued to strengthen the ability of the Advisory Council to fulfill the mandate and reach the goals of the Advisory Council. Throughout this period, the Advisory Council shared information, analysis and strategies to advance a variety of women's equality issues.

The Advisory Council also established and maintained positive working relationships with the following Departments and their respective Ministers:

- Child, Youth and Family Services
- Advanced Education and Skills
- Finance
- Justice
- Intergovernmental and Aboriginal Affairs
- Health and Community Services
- Education
- Natural Resources
- Transportation and Works
- Innovation, Business and Rural Development
- Voluntary and Non-profit Secretariat

The Advisory Council worked with many feminist groups and other community organizations including:

<u>Provincial</u>

- Status of Women Councils
- Multicultural Women's Organization of Newfoundland and Labrador
- Newfoundland and Labrador Sexual Assault Crisis and Prevention Centre
- Regional Coalitions against Violence
- Newfoundland and Labrador Federation of Students
- Municipalities of Newfoundland and Labrador
- Newfoundland and Labrador Federation of Labour
- Union women's committees
- Newfoundland and Labrador Organization of Women Entrepreneurs

National

- Coalition of Provincial and Territorial Advisory Councils on the Status of Women
- Nova Scotia, Prince Edward Island, Manitoba, and the North West Territories Advisory Councils on the Status of Women

Representation on external committees or the board of directors

- Women Interested in Successful Employment
- Women in Resource Development Corporation
- Emergency Protection Order Evaluation Committee
- International Women's Day Committee
- Worked with women with disabilities through the Independent Living Resource Centre and Coalition of Persons with Disabilities
- Human Trafficking Committee
- Mental Health Commission of Canada Mental Health Housing Strategy Project
- Coalition against the Sexual Exploitation of Youth
- Women and Sport Committee

Collaborations

- Violence Prevention Initiative
- Justice Minister's Committee on Violence against Women
- Royal Newfoundland Constabulary on important issues related to violence against women
- Royal Canadian Mounted Police on issues related to violence against women
- Stella Burry Community Services

These feminist groups and community organizations were important partners in advancing the work of the Advisory Council. Through collaboration with the St. John's Status of Women Council and the Mokami Status of Women Council, the Advisory Council was able to contribute to increased awareness of gender issues. The Advisory Council facilitated and hosted meetings and events that included International Women's Day events and a meeting on gender and justice. In collaboration with the Coalition for Persons with Disabilities, the Advisory Council was able to increase awareness of issues related to gender, disability and employment, through convening meetings and discussions that brought together groups such as women from the deaf community to discuss overcoming barriers. Partnerships with the Violence Prevention Initiative, the St. John's Status of Women Council, the Eastern Region Committee against Violence and the Newfoundland and Labrador Sexual Assault Crisis and Prevention Centre have contributed to the Advisory Council being able to increase public awareness

of violence against women, through public and media presentations. Work with Women in Resource Development Corporation, Women Interested in Successful Employment, the Office to Advance Women Apprentices and the Newfoundland and Labrador Organization of Women Entrepreneurs has centred on women's earned income and employment, women owned businesses as part of the supply chain and women in the skilled trades. Together with these groups the Advisory Council was able to raise awareness and provide input to the Government of Newfoundland and Labrador regarding barriers to women in the skilled trades and supports for women owned businesses to benefit from natural resource development.

Collaboration with the Women's Policy Office crosses all work of the Advisory Council given the shared commitments to advancing the strategic priorities of the Government of Newfoundland and Labrador.

3.0 Internal Governance

3.1 Meetings and Committees

The Advisory Council held four, two-day in-person meetings during the year:

- June 13-14, 2011
- September 19-20, 2011
- December 1-2, 2011
- March 12-13, 2012

The first three of these meetings took place at the Advisory Council office in St. John's and the March 2012 meeting took place in Clarenville to coincide with the Gender and Justice Forum II.

3.2 Business Planning

The Advisory Council, having completed the first year of the 2011-2014 Business Plan, is now in the second year of the plan. The 2011-2014 Business Plan was in accordance with the guidelines set out by the Transparency and Accountability Act for category 2 entities.

While the 2011-2014 Business Plan encapsulates the Advisory Council's work on a number of issues that align with the Provincial Government Strategic Directions, in addition to issues addressed by the Advisory Council during the 2011-2012 fiscal year.

4.0 Governance Issues

In consideration of the Government of Newfoundland and Labrador's strategic directions, and the mandate of the Provincial Advisory Council on the Status of Women, the following priority areas were identified by the Council members.

Issue 1: Improving Justice Services for women

Women's equality, be it legal, economic or social, is profoundly affected by the design and delivery of justice services for women. Issues of domestic violence, mental health and addictions, family law, correctional services and the court system all impact the social and economic well being of women. In keeping with its mandate to advise the Minister Responsible for the Status of Women, the Government of Newfoundland and Labrador and the public on issues affecting the status of women, during the 2011-2014 in accordance to the mandate, the Advisory Council identified key justice issues related to advancing the status of women.

As identified in key documents such as "Out of the Darkness – Moving towards the Light", a review of the prison system in Newfoundland and Labrador and "Alone among the Few", a report on facilities and supports for female offenders from Labrador, female inmates have varied and complex needs such as mental health and addiction issues, cultural differences and access to programs and supports. Justice services impact women's lives, not only as offenders but as victims of violence as well as individuals working in correctional services. Initiatives such as the Family Violence Intervention Court and the Violence Prevention Initiative highlight the importance of policies, programs and supports for women as victims as well as offenders. Policies that accommodate and support women working in correctional services are core to advancing women's ability to work in traditionally male dominated fields within corrections.

The Advisory Council has been actively engaged as a member of the Justice Minister's Committee on Violence against Women and as well has provided advice and recommendations to the Minister of Justice on a number of initiatives. The spectrum of justice issues the Advisory Council addressed was very broad and included: the Family Violence Court; programs and supports for women with complex needs; supports for female offenders in Newfoundland and Labrador; concerns related to sexual assaults and alternative models or courts to deal with sexual assaults; Family Justice Services and Emergency Protection Orders; and

policies related to inmates as well as female officers working in correctional facilities.

Through the above mentioned work, the Advisory Council has been able to contribute to the advancement of the Provincial Government's Strategic Directions related to violence prevention and women's economic and social equality as stipulated in Appendix A of the Business Plan 2011-2014 of the Provincial Advisory Council on the Status of Women.

Goal 1: By March 31, 2014, the Provincial Advisory Council on the Status of Women will have gathered information and provided advice and/or recommendations to the Government of Newfoundland and Labrador, so as to better inform policy-makers, to further women's equality within key areas of the justice system.

Measure: Provision of advice and recommendations in key areas

Indicators: Advice and recommendations pertaining to:

- Justice services for women with complex needs
- Justice services for Aboriginal women
- Justice services with respect to sexual and domestic violence
- Mitigation of negative social impacts of economic advancement

Objective 1: By March 31, 2012, the Provincial Advisory Council on the Status of Women will have provided advice and/or recommendations related to the provision of justice services for women with complex needs, Aboriginal women, and services with respect to sexual and domestic violence.

Measure: Provision of advice and/or recommendations

Indicators: Advice and recommendations submitted to the Government of Newfoundland and Labrador pertaining to:

- Justice services for women with complex needs
- Justice services for Aboriginal women
- Justice services with respect to sexual and domestic violence
- Mitigation of negative social impacts of economic advancement

Progress Report: Improving Justice Services for Women

By March 31, 2012, the Provincial Advisory Council on the Status of Women achieved the indicator of providing advice and recommendations to the Government of Newfoundland and Labrador pertaining to justice services for women with complex needs and Aboriginal women as well as justice services with respect to sexual and domestic violence, and the mitigation of negative social impacts of economic advancement.

Over the past year, the Advisory Council continued to participate in coalitions and working groups of organizations providing programs and services to female offenders, many of whom have complex needs related to histories of domestic violence, sexual assault, substance abuse and mental health issues. Working with Stella Burry Community Centre and the Housing and Homeless Network, the Advisory Council was able to deepen its understanding of justice issues for women with complex needs. In this regard, the Advisory Council was able to provide advice and recommendations for collaboration amongst community and the Provincial Government stakeholders who have a shared commitment to meeting the needs of female offenders.

The issue of justice programs and supports for Aboriginal women in Labrador has been an ongoing issue of concern to the Advisory Council and one which the Advisory Council continues to discuss with both the Minister and the Deputy Minister. In addition to the complex issues female offenders struggle with, Aboriginal female offenders have the additional challenge of accessing programs and services that are culturally appropriate and located in Labrador. The Advisory Council has provided advice and recommendations to the Deputy Minister of Justice on community based options for addressing the needs of Aboriginal female offenders in Labrador.

Through visiting the Newfoundland and Labrador Correctional Centre for Women, the Advisory Council was able tour the facility and meet with staff to discuss, programs and supports for females who are incarcerated. This afforded the Advisory Council the opportunity of meeting with the Deputy Minister of Justice to discuss the visit and further supports for the women.

Addressing sexual and domestic violence is a shared priority of both the Advisory Council and the Government of Newfoundland and Labrador. Over the past year the Advisory Council has engaged in discussions with the Justice Minister and his senior staff, senior officials of the Royal Newfoundland Constabulary and the Royal Canadian Mounted Police on supports for women experiencing domestic violence, sexual assaults and court processes and the role of social media in violence against women. Emergency Protection Orders (EPOs) are an important tool in supporting women experiencing domestic violence. The Advisory Council provided advice and recommendations on the need for increased training and

public awareness of EPOs as well as the need for clarification regarding the supports provided to EPO applicants. Supportive justice services for women who have experienced sexual assault are vital, especially through the court process. The Advisory Council provided advice and recommendations to the Government of Newfoundland and Labrador on alternative interventions and specialized courts to deal with sexual assault cases.

Economic advancement in the Province of Newfoundland and Labrador has brought not only positive impacts, but negative ones as well. Substance abuse, sex trade activities and other forms of crime pose significant challenges to advancing women's social and economic equality. During the past year, the Advisory Council continued to raise awareness of the need for programs to offset the negative aspects of economic development. In meetings with the Women`s Policy Office and officials from the Department of Justice, the Advisory Council has discussed concerns regarding these impacts on women. As mentioned above, the Advisory Council has provided advice and recommendations related to female offenders with complex needs, many whose personal situations have been exacerbated by the negative impacts of economic development.

Objective 2: By March 31, 2013, the Provincial Advisory Council on the Status of Women will have gathered information and developed advice and/or recommendations in key areas related to justice services for women, including but not limited to, sexual assault courts, sex trade and human trafficking and correctional services.

Measure: Provision of advice and/or recommendations

Indicators: Advice and recommendations submitted to the Government of Newfoundland and Labrador pertaining to:

- Justice services for women
- Sexual assault courts and alternative interventions
- Sex trade and human trafficking
- Correctional service for women

Issue 2: Capacity Building for Historically Under-represented Groups of Women

During 2011-2014 in accordance with the mandate to advise the Minister Responsible for the Status of Women and the Government of Newfoundland and Labrador on issues affecting the status of women, Council members have identified, as a priority, the contributions to ongoing strategic priorities, in particular those involved in enhancing the capacity of historically under-represented groups of women.

Social and economic inequality, though experienced by women throughout the Province of Newfoundland and Labrador, is most prevalent amongst Aboriginal women, multicultural women, women with disabilities and women in rural and isolated areas. In line with the
Government of Newfoundland and Labrador`s continuing commitments to poverty reduction, through the Poverty Reduction Strategy, economic
advancement through diversity plans and women's employment plans, reducing violence through dedicated initiatives, support to advancing women in leadership and the Inclusion of Persons with Disabilities, the Advisory Council will continue to contribute to the shaping of public policy in order to advance women's equality.

Aboriginal women, women with disabilities and other women from historically under-represented groups experience greater poverty and more violence than other women in society. They hold fewer leadership positions and are seriously under-represented in elected office at all levels of government and at decision making tables. Support for capacity building initiatives is critical to advancing social and economic equality for these groups of women.

The Advisory Council continues to be a strong supporter of the Disability Policy Office and the need for inclusion in the Province of Newfoundland and Labrador. Social and economic equality remains elusive for many women in the disability community. The Advisory Council continues to have a strong relationship with the Coalition of Persons with Disabilities and through this have been able to meet with women from the disability community to discuss the barriers they face in accessing employment in the Province of Newfoundland and Labrador. Over the past year, in the Advisory Council's work on justice issues, the Advisory Council identified the need for policies and programmes which support female offenders with complex needs.

The Advisory Council maintains very good relations with Aboriginal women's groups in the Province of Newfoundland and Labrador and over the past year, has provided support on initiatives to enhance their leadership capacity. Through Council members, the Advisory Council had the opportunity of meeting with women from Sheshatshiu and from Conne River, as well as provide support to the AnanauKatiget Tumingit Regional Inuit Women's Association.

Meeting with women throughout the Province of Newfoundland and Labrador is a priority for the Advisory Council. Women's experience of social and economic equality differs greatly and is often dependent on where they live. Through provincial outreach initiatives over the past year, the Advisory Council met with women of various ages, from rural and remote communities endeavouring to deepen the Advisory Council`s understanding and gather information related to challenges and opportunities those women face and how best to address their needs.

Multicultural representation on the Advisory Council as well as collaboration with multicultural women on community initiatives has afforded the Advisory Council the opportunity of learning more about the barriers faced by multicultural women in the Province of Newfoundland and Labrador and the social and economic challenges they face.

Through the above-mentioned work, the Advisory Council has been able to contribute to the advancement of the Provincial Government Strategic Directions related to violence prevention and women's economic and social equality as stipulated in Appendix A of the Business Plan 2011-2014 of the Provincial Advisory Council on the Status of Women.

Goal 2: By March 31, 2014, so as to better inform policy-makers, the Provincial Advisory Council on the Status of Women will have provided advice and/or recommendations related to advancing the social and economic equality of historically under-represented groups of women.

Measure: Provision of advice and/or recommendations

Indicators: Advice and recommendations to the Government of Newfoundland and Labrador pertaining to:

- Poverty reduction
- Prevention of violence
- Leadership
- Inclusion

Amongst historically under-represented groups of women

Objective1: By March 31, 2012, the Provincial Advisory Council on the Status of Women will have provided advice and/or recommendations related to the prevention of violence, poverty reduction, economic advancement leadership and inclusion for women in historically under-represented groups.

Measure: Provision of advice and or/recommendations

Indicators: Advice and/or recommendations provided to the Government of Newfoundland and Labrador pertaining to:

- Prevention of violence
- Reducing women's poverty
- Advancing leadership
- Inclusion

Progress Report: Capacity Building for Historically Under-represented Groups of Women

By March 31, 2012, the Provincial Advisory Council on the Status of Women achieved the indicator of providing advice and recommendations related to the prevention of violence, poverty reduction, economic advancement, leadership and inclusion for women in historically under-represented groups.

During 2011-2012, the Advisory Council devoted significant efforts to building relationships with the above mentioned groups of women and deepening the Advisory Council's understanding of their lived experience of violence, poverty, lack of voice in decision making and lack of inclusion. It is through this work that the Advisory Council has been able to provide advice and recommendations to the Government of Newfoundland of Labrador.

Goal 2 is specifically focused on under-represented groups of women; however, the Advisory Council addresses the specific situations of under-represented groups of women across all goals.

In 2011-2012, the Advisory Council provided advice and recommendations related to capacity building for Inuit women, through participation in monthly conference calls convened by the Deputy Minister of the Women's Policy Office and members of the AnanauKatiget Tumingit Regional Women's Association. The advice and recommendations specifically related to supports for leadership training programs. In addition, the Advisory Council supported this group in the development of policies related to their role as advisors to the Nunatsiavut Minister Responsible for the Status of Women. In the 2012-2013 pre-budget submission, the Advisory Council recommended continued support for the Newfoundland Aboriginal Women's Network for the work they are doing to increase capacity, leadership and address violence.

In the fall of 2011, the Advisory Council was invited to attend the gathering on the land, of Innu women from Sheshatshiu. They were on their journey to overcome the challenges they face and continue to face as they address issues of violence, poverty and employment opportunities. Following this visit, the Advisory Council was able to discuss, with the Deputy Minister of the Women's Policy Office, the continued need for supportive programs for Innu women. Opportunities for the women to meet and continue on their healing journey are vital, as is the support for the shelter for women escaping violence in Sheshatshiu.

In May 2011, Advisory Council staff met with women in Conne River to discuss the collaborative work they are doing with other equality seeking organizations from the region. Following this meeting, the Advisory Council met with the Deputy Minister of the Women's Policy Office to discuss the positive impact of the work being done by women in Conne River. As a result of collaboration with

the Regional Coordinating Committee Against Violence and the Grand Falls-Windsor women's centre, the need for continued support for this model of collaboration, which is addressing violence against women, women in leadership roles and women's poverty is evident. Over the past year, the work of the Advisory Council consistently emphasized the opportunities for Aboriginal women to enter the skilled trades and the importance of the supports in place for them to do so is vital to improving their economic circumstances. The Advisory Council further acknowledged the need for continued support for Inuit Women's Capacity Building Initiatives which not only provide a forum to discuss issues of violence, but an opportunity to enhance their skills in craft production and marketing as well.

The Advisory Council works closely with the Coalition of Persons with Disabilities and one of the Council members plays an important role in advancing the issue of inclusion. Preventing violence, reducing women's poverty and advancing women in leadership for women in the disability community requires dedicated supports and initiatives. In the advice and recommendations provided by the Advisory Council over the past year, the Advisory Council identified the need for supports specific to women with complex needs. These recommendations encompassed women's needs as mothers, as women coping with mental health and substance abuse issues, as women who have experienced violence and women needing supports for education and employment. The Advisory Council have met with women from the disability community who have identified the barriers they encounter in obtaining training and employment in the skilled trades. Through ongoing participation in the Deputy Minister of the Women's Policy Office roundtable on women's economic equality, the Advisory Council provided advice and recommendations regarding the need for supports for women from the disability community to enter the skilled trades and avail of opportunities in the natural resource development sector as well as in businesses involved with the sector.

Over the past year, the Advisory Council continued to recommend support, through the 2012-2013 pre-budget submission, for the Multicultural Women's Organization in the work they are doing to address violence, economic advancement and reduction of barriers. As with other groups of historically under-represented women, the Advisory Council has provided advice and recommendations with respect to the needed supports for multicultural women to avail of employment opportunities in the higher paying jobs in the natural resource sector. In meetings with officials from Justice, the Advisory Council has identified the importance of cultural awareness and sensitivity in dealing with issues of domestic violence.

In particular, women living in rural and remote regions face particular challenges with respect to issues of violence and economic opportunity. Smaller rural communities, especially those that are more remote lack the types of supports for

women experiencing domestic violence that larger centres have. In this regard, the Advisory Council has provided advice with respect to supportive options and models to meet the needs of women. For many women in rural communities, obtaining employment in the skilled trades that takes them away from family responsibilities is not viable. The Advisory Council has discussed with the Government of Newfoundland and Labrador, the barriers women are facing to gaining employment in these fields in their own communities and possible solutions to addressing some of the barriers.

Goals 1, 2 and 3 include women's poverty or economic inequality as critical issues to be addressed. In the provision of advice to the Government of Newfoundland and Labrador over 2011-2012, the Advisory Council's brief in response to the Legislative Review of the *Income and Employment Support Act* contains advice and recommendations with respect to advancing women's economic equality, including women from historically under-represented groups.

Objective 2: By March 2013, the Provincial Advisory Council on the Status of Women will have gathered additional information and conducted analysis to further its advice and/or recommendations related to advancing social and economic equality for women in historically under-represented groups.

Measure: Provision of further advice and/or recommendations

Indicators: Advice and/or recommendations provided to the Government of Newfoundland and Labrador pertaining to:

- Violence prevention initiatives.
- Poverty reduction initiatives.
- Training and supports to advance leadership amongst historically under-represented groups of Women.

Issue 3: Advancing Women's Equality in Priority Areas

In accordance with its mandate to bring before the Government of Newfoundland and Labrador and the public issues affecting the status of women, the Advisory Council has identified barriers to advancing women's economic and social equality as a strategic issue.

Significant Provincial Government and industry investment have resulted in an ever-growing number of training and employment opportunities for women in the fields of skilled trades and technology. While more women are entering the skilled trades and other traditionally male dominated fields, women continue to have difficulty taking advantage of these higher paying employment opportunities due to challenges associated with lack of supports, such as adequate child care. Over the past year, the Advisory Council has done significant work with the

Government of Newfoundland and Labrador and community partners to encourage and support women to enter the skilled trades and technologies, while at the same time exploring options for increasing childcare spaces and facilities.

Similarly, the Province of Newfoundland and Labrador's rapidly growing natural resource sector is also providing opportunities for the business community. Many women owned businesses are traditionally within the retail sector, not necessarily seen as being direct beneficiaries of the resource development industry. Together with the Provincial Government and community partners, such as the Newfoundland and Labrador Organization of Women Entrepreneurs, the Advisory Council has been exploring options for women owned businesses to avail of the opportunities in the natural resource sector.

Poverty continues to be a significant issue for women and families throughout Newfoundland and Labrador. Through outreach and engagement with community partners and from the women themselves, the Advisory Council has heard about women struggling with issues of poverty, and in particular the inability to secure, safe, affordable and accessible housing. These issues of poverty are of particular concern for women who are otherwise marginalized, for example senior women who are often living on limited and fixed incomes and women with disabilities. The Advisory Council recognizes the importance of investments in key strategies such as the Poverty Reduction Strategy, the Provincial Social Housing Plan and the 10-Year Child Care Strategy as being critical to addressing poverty issues more broadly. Over the 2011-2012 period, the Advisory Council promoted these initiatives through outreach and provided advice and recommendations to the Provincial Government.

Through the above mentioned work, the Advisory Council has been able to contribute to the advancement of the Provincial Government's Strategic Directions related to women's earned income and employment and women's social and economic equality as stipulated in Appendix A of the Business Plan 2011-2014 of the Provincial Advisory Council on the Status of Women.

Goal 3: By March 31, 2014, the Provincial Advisory Council on the Status of Women will have provided advice and/or recommendations to better inform policy-makers on the issues related to advancing women's equality, including but not limited to supports for women entering and working in traditionally male dominated fields,

supports for women owned non-traditional business and supports for populations of marginalized women.

Measure: Provision of advice and/or recommendations

Indicators: Advice and/or recommendations provided to the Provincial Government related to:

- Women in traditionally male dominated occupations and businesses
- Horizontal strategies such as poverty reduction strategy, housing strategy, equal pay and child care

Objective 1: By March 31, 2012, the Provincial Advisory Council on the Status of Women will have provided advice and/or recommendations related to supports for women entering and working in traditionally male dominated fields, supports for women owned non-traditional business and supports for populations of marginalized women.

Measure: Provision of advice and/or recommendations

Indicators: Advice and/or recommendations provided to the Provincial Government pertaining to:

- The provision of supports for women entering and working in non-traditional settings
- Strategies to support the development of women owned businesses
- Strategies to reduce poverty amongst groups of marginalized women

Progress Report: Advancing Women's Equality in Priority Areas

By March 31, 2012, the Provincial Advisory Council on the Status of Women achieved the indicator of providing advice and recommendations pertaining to supports for women entering and working in non-traditional settings, strategies to support the development of women owned business and to strategies to reduce poverty amongst groups of marginalized women.

Over the past year, the Advisory Council continued to participate in the Women's Economic Advancement Roundtable. This roundtable is a multi-sectoral working group focused on women's economic development, hosted by the Women's Policy Office. The Advisory Council, together with government representatives and community partners, met to develop strategies and a plan with concrete steps to increase women's participation in non-traditional settings, such as the

skilled trades and technologies, as well as strategies to support the development of women owned businesses.

The Advisory Council works closely with the Women in Resource Development Corporation, an organization whose mission is "to advance economic equality of women in Newfoundland and Labrador by promoting equitable participation of women in the natural resource sector". Over the past year, the Advisory Council worked with the organization to support women entering and working in non-traditional settings, specifically the skilled trades. The Advisory Council's work with the Women in Resource Development Corporation has also provided the Advisory Council with opportunities to meet with the women who are interested in the skilled trades, technology and engineering, as well as representatives of industry and deepen our understanding of opportunities and barriers for women in this sector. This in turn contributed to the shaping of discussions with the Deputy Minister of the Women's Policy Office and advice and recommendations provided by the Advisory Council.

Just as the Women in Resource Development Corporation informs the Advisory Council's understanding of women entering and working in non-traditional settings, the Newfoundland and Labrador Organization of Women Entrepreneurs provides the Advisory Council with insight into the circumstances and challenges facing women business owners. Over the past year, the Advisory Council continued to support, the Newfoundland and Labrador Organization of Women Entrepreneurs by participating in a number of their conferences and events as well having discussions with them on how to support women in business and specifically the need for business access strategies. In this regard, the Advisory Council has provided advice and recommendations for strong business access strategies for women-owned businesses within the Province of Newfoundland and Labrador's natural resource development plans.

The Advisory Council recognizes that support for female apprentices is a critical link in ensuring women's participation in the skilled trades. As well as providing advice and recommendations to the Government of Newfoundland and Labrador regarding the on-going need for support for female apprentices, the Advisory Council continued to work with the Office to Advance Women Apprentices to inform the Advisory Council's understanding of the needs of women learning apprenticable trades.

Although much of the Advisory Council's work on this issue relates specifically to women in the oil and gas sector, the Advisory Council also recognizes the opportunities for women in other non-traditional settings, such as mining. In order to better understand the issues and circumstances of women in the mining industry, the Advisory Council participated in two women in mining-specific events during the 2011-2012 year where the Advisory Council had the opportunity to engage with young women interested in the sector as well as

mining companies and other stakeholders committed to advancing women's employment in the industry. These events provided important opportunities to broaden the Advisory Council's understanding of the issue and furthered our ability to provide advice and recommendations related to women in mining.

Although safe, affordable and accessible child care can be a significant issue for many women throughout the Province of Newfoundland and Labrador, this is particularly important for women entering and working in non-traditional setting, who are often required to train and work away from their communities, outside the typical 9 to 5, Monday to Friday schedule. As such, the Advisory Council provided advice and recommendations through the consultation convened by the Department of Child, Youth and Family Services on the 10-Year Child Care Strategy, as well as submitted a brief in December 2011.

Over the past year, the Advisory Council also took advantage of opportunities to provide advice and recommendations regarding the need for supports for women entering and working in non-traditional settings, as well as women in business, as it relates to specific natural resource projects. The Advisory Council submitted a written submission (November 2011) and made an oral presentation (December 2011) to the Hebron Public Review Commission, outlining the Advisory Council's response to the Diversity Plan of the Hebron Project. Many of the recommendations related directly to the need for supports for women that will benefit from the Hebron Project, including issues around training, business access, mentorship, and child care. The Advisory Council was pleased that the final report of the Review Commission included recommendations addressing concerns outlined by the Advisory Council in the submission and presentation.

While the above mentioned recommendations and measures are best categorized as employment-based means of advancing women's equality in non-traditional settings and business, strategies to address poverty more generally are also critical. These strategies are particularly important for women who may be otherwise marginalized, such as senior women, Aboriginal women, multi-cultural women and women with disabilities. Although the following points outline the Advisory Council's work around strategies to address poverty amongst marginalized women in particular, it is noteworthy that when making recommendations with respect to support for women in the non-traditional settings and strategies to support the development of women owned business, the Advisory Council always endeavours, where appropriate, to highlight the circumstances and needs of specific groups of women.

The Advisory Council continued to support and work with Women Interested in Successful Employment, an organization which provides support to women in gaining the basic skills and training they need to find employment and thereby increase their social and economic status. The Advisory Council's work with Women Interested in Successful Employment further informed the Advisory

Council's understanding of the needs of women seeking employment in all sectors.

The Advisory Council continued to hear women's concerns with respect to safe, affordable and accessible housing. This may pose a challenge for a woman's ability to care for herself and her family, get an education and maintain meaningful employment. As such, over the past year the Advisory Council has advocated for further development of supportive housing initiatives such as Marguerite's Place, the need for accessible housing for persons with disabilities and for those with complex needs. The Advisory Council provided advice and recommendations to the Provincial Government in this regard through Newfoundland and Labrador Housing consultation, as well as in meetings with the Deputy Ministers of Justice and the Women's Policy Office.

The Advisory Council also recognizes the critical importance of horizontal strategies, such as the Provincial Government's Poverty Reduction Strategy, that provide support to women living in or at risk of living in poverty, and particularly women whose circumstances may otherwise result in their marginalization. In this regard, the Advisory Council participated in a consultation on evaluation for the Poverty Reduction Strategy (2011), as well as provided recommendations related to poverty reduction in the Advisory Council's 2012 pre-budget submission.

Objective 2: By March 31, 2013, the Provincial Advisory Council on the Status of Women will have provided advice and/or recommendations to women in the skilled trades, non-traditional businesses and emerging priority issues as identified by the Council.

Measure: Provision of advice and/or recommendations

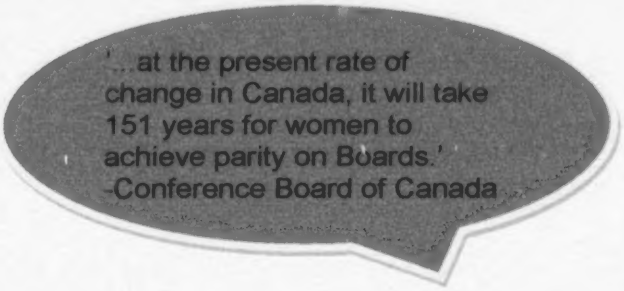
Indicators: Advice and/or recommendations provided to the Provincial Government pertaining to:

- Supports for women entering and working the skilled trades
- Strategies to support the development of women owned non-traditional businesses
- Emerging priority issues as identified by the Council

Issue 4: Advancing Women in Leadership

Women continue to be under-represented in elected office at all levels of government. Further to this, women are under-represented in senior leadership and decision making positions within corporations and government at all levels. Women remain in the minority on agencies, boards and commissions. According

to the Conference Board of Canada, at the present rate of change in Canada, it will take 151 years for women to achieve parity on Boards.


'...at the present rate of change in Canada, it will take 151 years for women to achieve parity on Boards.'
-Conference Board of Canada

The focus on women in leadership continues to be a priority for the Advisory Council. While the Advisory Council has seen changes with more women in municipal councils in the Province of Newfoundland and Labrador, women continue to be under-represented in leadership positions in general.

Over the past year, the Advisory Council has continued working to raise awareness of the need for more women in leadership and decision-making positions by speaking about the issue publicly and in outreach sessions around the Province of Newfoundland and Labrador. The Advisory Council supported initiatives to establish a chapter of Equal Voice, a non-partisan organization dedicated to the encouragement and promotion of women in elected positions.

The Advisory Council engaged with women at Memorial University, who are interested in women in elected and leadership positions. As such the Advisory Council made a presentation to graduate students on the topic of women in leadership, as well as provided interviews with a graduate student researching the topic.

The Advisory Council participated in discussions with the Women's Policy Office on steps to further the issue of advancing women in leadership and decision making positions.

Through the above mentioned work, the Advisory Council has been able to contribute to the advancement of the Provincial Government's Strategic Directions related to women in leadership and decision making as stipulated in Appendix A of the Business Plan 2011-2014 of the Provincial Advisory Council on the Status of Women.

Goal 4: By March 31, 2014, so as to better inform policy-makers, the Provincial Advisory Council on the Status of Women will have provided advice and/or recommendations related to advancing women's equality through addressing barriers to women's representation in leadership and decision making positions.

Measure: Provision of advice and/or recommendations

Indicators: Advice and/or recommendations provided to the Provincial Government related to:

- Women in leadership and decision making positions

Objective 1: By March 31, 2012, the Provincial Advisory Council on the Status of Women will have provided information on strategies to increase women's representation in leadership and decision making positions.

Measure: Information provided

Indicators: Information provided related to:

- Strategies to increase women's representation in leadership and decision making positions

Progress Report: Advancing Women in Leadership

By March 31, 2012, the Provincial Advisory Council on the Status of Women achieved the indicator of providing information related to strategies to increase women's representation in leadership and decision making positions.

Recognizing the need for more women in leadership positions, not only in elected office and on boards, but at senior levels of institutions and Provincial Government departments, the Advisory Council provided advice and recommendations to the Department of Justice on advancing women in leadership.

Working with the Women's Policy Office, the Advisory Council provided advice regarding strategies and supports to increase the number of women in leadership and decision making positions.

Objective 2: By March 31, 2013, the Provincial Advisory Council on the Status of women will have provided advice and/or recommendations related to key areas of support for increasing women's

representation in leadership and decision making positions.

Measure: Provision of advice and/or recommendations

Indicators: Advice and/or recommendations pertaining to:

- Training and supports for women running for elected office
- Training and supports for women on boards, agencies and commission
- Increasing women in leadership and decision making positions

Issue 5: Reducing Barriers for Young Women

In keeping with its mandate to bring issues affecting the status of women to the Provincial Government and the public, the Advisory Council has identified the strategic issue of reducing barriers for young women as a priority.

Significant investments have been made by the Government of Newfoundland and Labrador and industry to encourage young women to reach their greatest potential, through education, entering traditionally male dominated fields in trades, technology, science and engineering. There are opportunities for young women and girls to attend camps and programs that introduce them to a variety of career options in the Province of Newfoundland and Labrador's growing natural resource sector. However, the impact of social and popular media, the hyper-sexualization of young women and girls and the social impacts of our new economic reality are providing a growing challenge for young women in reaching their potential.

Over the past year, the Advisory Council has been actively engaged in understanding more about the barriers facing young women in the Province of Newfoundland and Labrador today. The Advisory Council has collaborated with community partners and the Provincial Government on examining ways of addressing the many challenges young women face. Council members have raised concerns about the pressures they see young women experiencing in their own communities across the Province of Newfoundland and Labrador. Through outreach initiatives, the Advisory Council has met with young women and organizations working with them, from St. Anthony to St. John's, to discuss the impacts of social media and changing economic realities on young women in the Province of Newfoundland and Labrador.

The Advisory Council's work with community partners and front line service providers has increased the Advisory Council's understanding of the numerous challenges faced by young women and at an increasingly earlier age – challenges such as drugs, bullying, low self esteem, mental health issues and pressure to engage in risky behaviours. Through research over the past year, the

Advisory Council has been able to gather information related to the realities of the lives of many young women and girls across the Province of Newfoundland and Labrador.

The Advisory Council's work with the Women's Policy Office, during 2011-2012 afforded the Advisory Council the opportunity of examining options for raising public awareness of the impacts of social media and discussing the issues being raised as barriers for young women.

The priority issue of reducing barriers for young women is in keeping with the strategic directions set forth by the Minister Responsible for the Status of Women. The advice and/or recommendations developed by the Advisory Council will contribute to reducing barriers for young women.

Through the above mentioned work, the Advisory Council has been able to contribute to the advancement of the Provincial Government's Strategic Directions related to violence prevention and women's earned income and employment as stipulated in Appendix A of the Business Plan 2011-2014 of the Provincial Advisory Council on the Status of Women.

Goal 5: By March 31, 2014, so as to better inform policy-makers, the Provincial Advisory Council on the Status of Women will have provided advice and/or recommendations related to reducing barriers for young women.

Measure: Provision of advice and/or recommendations

Indicators: Advice and/or recommendations provided to the Government of Newfoundland and Labrador related to:

- Reducing barriers for young women

Objective 1: By March 31, 2012, the Provincial Advisory Council on the Status of Women will have initiated information gathering related to the range of options for reducing barriers and providing supports for young women.

Measure: Information gathered

Indicators: Information on:

- Options for reducing barriers and providing supports for young women

Progress Report: Reducing Barriers for Young Women

By March 31, 2012 the Provincial Advisory Council on the Status of Women achieved the indicator of gathering information on the options for reducing barriers and providing supports for young women. Over the past year, the Advisory Council identified several key themes related to barriers for young women in the Province of Newfoundland and Labrador. They include body image and self esteem, mental health and addictions, peer pressure and bullying, sex, sexual harassment and hyper-sexualization, relationships, media, and leadership and gender equality. Through several research initiatives the Advisory Council gathered information on the impact of each of these topics is having on the young women in Newfoundland and Labrador.

The Advisory Council developed a series of questions related to key issues and contacted agencies and community groups from across the Province of Newfoundland and Labrador who provide programs and services to young women between the ages of 12-19. Through telephone discussions with 10 such agencies from various regions, the Advisory Council gathered information about the issues and barriers that are facing young women in the Province of Newfoundland and Labrador. As a result, the Advisory Council has been able to identify key trends in barriers for young women in the Province of Newfoundland and Labrador.

The Advisory Council met with young women on the Northern Peninsula through the Boys and Girls Club in St. Anthony. The young women, in talking about the barriers they are facing, identified many that were consistent with those identified during the telephone interviews. Poor body image and low self- esteem were consistently mentioned, with media and the portrayal of women being identified as most significant. Mental health issues were identified as a growing challenge in small communities. Alcohol and substance abuse was also identified as an issue across all regions of the Province of Newfoundland and Labrador.

The information gathered over the past year has guided the discussions the Advisory Council has had with the Deputy Minister of the Women's Policy Office and has helped shape the beginnings of advice and recommendations with regards to options for reducing barriers for young women in the Province of Newfoundland and Labrador.

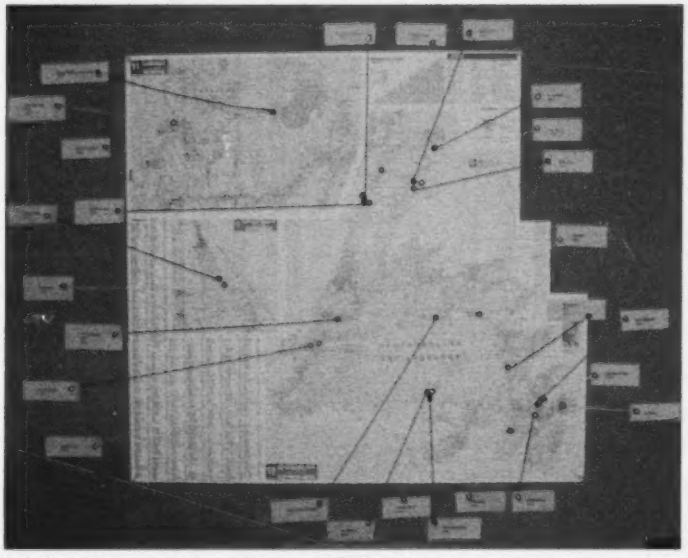
Objective 2: By March 31, 2013, the Provincial Advisory Council on the Status of Women will have provided advice and/or recommendations related to reducing barriers and providing supports for young women.

Measure: Advice and/or recommendations provided to the Provincial Government related to:

- Initiatives to reduce barriers for young women
- Supports for young women

Issue 6: Public Awareness and Outreach

Public awareness and outreach is an effective way of communicating with women throughout the Province of Newfoundland and Labrador, increasing awareness of women's social and economic inequality and the role of the Advisory Council in providing advice and recommendations to the Government of Newfoundland and Labrador on advancing the status of women. In keeping with its mandate to bring issues affecting the status of women to the Provincial Government and the public, the Advisory Council has identified the strategic issue of public awareness and outreach as a priority.



By implementing a strategic approach to its public awareness and outreach activities, the Advisory Council has effectively contributed to the strategic directions of the Minister Responsible for the Status of Women by bringing attention to the roots of women's inequality and the importance of effective public policies and programs which advance the status of women.

Outreach and public awareness has taken many forms and often stretched beyond written guidelines and plans. The Advisory Council is fortunate to have strong working relationships with many women's groups and organizations throughout the Province of Newfoundland and Labrador which had afforded the opportunity to meet with diverse groups of women over the past year. Events the Advisory Council attended as guests or delegates provided the Advisory Council with opportunities to increase public awareness of the role of the Provincial Advisory Council on the Status of Women and its mandate in advancing women's equality.

As indicated in 2011-2014 Business Plan, engaging with media was a priority over the last year. The Advisory Council responded to many news items related to the status of women in the Province; however, media attention to certain issues and events was also initiated. The Advisory Council took a new approach engaging media over the past year when the Council hosted an outreach event for female journalists to discuss their experiences in the media industry.

Goal 6: By March 31, 2014, the Provincial Advisory Council on the Status of Women will have undertaken province-wide public awareness and outreach initiatives to improve access to information and resources.

Measure: Initiatives are undertaken to improve access

Indicators:

- Province-wide outreach is conducted
- Improved promotion of the role and services of the Advisory Council
- Education and outreach tools are expanded and/or improved

Objective 1: By March 31, 2012, the Provincial Advisory Council on the Status of Women will have begun provincial public awareness and outreach initiatives and improved communications tools.

Measure: Outreach initiatives have begun and communication tools are improved

Indicators:

- Implementation of a strategic outreach plan has begun
- Outreach activity is conducted in three of the nine regions of the province
- Social media applications are explored
- Listserv and the Advisory Council webpage have been expanded
- Engagement with the media

Progress Report: Outreach Initiatives

The Advisory Council, by March 31, 2012 achieved the indicator of implementing a strategic outreach plan by setting the goals of meeting with women throughout the Province of Newfoundland and Labrador and maintaining communication with women through the use of the listserv and website.

Reaching out to engage with women across the Province of Newfoundland and Labrador is important if the Advisory Council is to represent the concerns of all women in Newfoundland and Labrador. Outreach with women throughout the Province of Newfoundland and Labrador is a critical way of not only creating public awareness of the role of the Advisory Council but of discussing issues, concerns and successes with women. Through this outreach, the Advisory Council has enhanced its understanding of women's equality issues in the Province of Newfoundland and Labrador and has been key to the Advisory Council's provision of advice and recommendations to the Provincial Government. As indentified in our Business Plan, by March 31, 2012 the Advisory Council conducted outreach activities in three of the nine regions of the Province of Newfoundland and Labrador. Over the past year the Advisory Council met with women in the following communities:

- Labrador City
- Happy Valley-Goose Bay
- Sheshatshiu
- St. Anthony
- St. Albans
- Grand Falls-Windsor
- Harbour Breton
- Conne River
- Whitbourne
- Clarenville
- St. John's

During the course of Advisory Council outreach events, issues and concerns discussed included: the impacts of economic development; challenges felt by

women in rural communities; challenges for senior women; barriers for young women; challenges and opportunities for Aboriginal women.

Not only does the Advisory Council travel throughout the Province of Newfoundland and Labrador but the Advisory Council also host outreach events in the St. John's office. In the 2011-2012 year the Advisory Council hosted Coffee with Premier Dunderdale, an event which brought together women from the community and the female caucus members to discuss the need for collaboration and ways of working together. The Advisory Council held an event for women in the media to meet with award winning journalist Francine Pelletier and discuss how women are portrayed and treated in the media. The Advisory Council also hosted various groups including women in the deaf community to discuss issues and concerns they feel exist and challenges with respect to accessing educational and employment opportunities. The Advisory Council met with young women from Memorial University to discuss the issues and concerns they have as women in a post-secondary institution.

The Advisory Council recognizes the necessity of effective methods of communicating with women in Newfoundland and Labrador as a way of receiving and disseminating information. The Advisory Council currently uses a listserv and website as two key forms of engaging women on a consistent basis. The listserv is used as a forum to foster discussion and share information on issues related to women's equality. The information discussed is often helpful when informing the Government of Newfoundland and Labrador of current trends on the status of women. Traditionally, the listserv has not been a forum with which young women have engaged. Over the past year, in all outreach with young women, the Advisory Council has made a point of encouraging them to join. Additionally the Advisory Council has expanded the listserv by providing groups a weekly round-up notification of events and activities. The listserv has also been expanded by using it as a forum to gather information, based on questions the Advisory Council posts.

In order to engage with a diversity of women, the Advisory Council initiated the expansion of the website to allow the posting of photographs and resources. The updated website provides enhanced capacity for the addition of new information on a regular basis.

As indicated in 2011-2014 Business Plan, the Advisory Council undertook evaluating the most effective trends in social media, including Facebook and Twitter and their applications. After researching their construction and purpose and speaking with the Royal Newfoundland Constabulary and Royal Canadian Mounted Police, the Advisory Council has determined these communication tools present potential risk for both the Advisory Council and users and therefore are not useful or appropriate for the Advisory Council at this time.

In order to increase awareness of and maintain a strong voice for women's equality issues in the Province of Newfoundland and Labrador, the Advisory Council often appears in the media. To most effectively use media as a tool, the Advisory Council not only responds to media request, but proactively writes media releases and letters to the editor. In 2011-2012, the Advisory Council addressed the media over 38 times during which covered such topics as sex offender sentencing, women in elected positions, sexist advertising, domestic violence, women in the skilled trades, feminism as well as other issues related to the status of women.

Objective 2: By March 31, 2013, the Provincial Advisory Council on the Status of Women will have further implemented strategic outreach initiatives.

Measure: Outreach initiatives have expanded and communications tools enhanced

Indicators:

- New website launched
- Strategic Outreach Plan updated
- Outreach activities conducted in three regions of the Province
- Media plan developed

5.0 Opportunities and Challenges Ahead

The Advisory Council, having completed the first year of the 2011-2014 Business Plan feels it has made significant contributions to advancing women's social and economic equality in the Province of Newfoundland and Labrador. The Advisory Council recognizes the many positive changes in Newfoundland and Labrador and the tremendous gains that can be made with collaboration amongst the Advisory Council, community partners and the Provincial Government. While there have been significant improvements in the lives of many in our Province, the Advisory Council continues to be concerned about the inequality that does prevail, particularly amongst the Aboriginal population, women in rural communities, women with disabilities and multicultural women. For many of these women, social and economic equality remains elusive. Work needs to continue to break down the barriers that prevent them from gaining employment in science, engineering, trades and technology and there is significant work we need to do in this regard.

Increased wealth and economic opportunities have meant positive changes for the Province of Newfoundland and Labrador. Investment in programs, supports and new initiatives have paved the way for exciting educational and employment opportunities, poverty reduction and real economic change for women and their families. However, economic growth has not been positive for all women of

Newfoundland and Labrador. Many women have been left behind and are experiencing the negative aspects of economic growth with an ever widening gendered wage gap and the challenges that arise with drugs, violence, criminal activity etc.

The Advisory Council is committed to continuing to work with Government of Newfoundland and Labrador and community partners to ensure all women are able to benefit from the wealth created from our resource development through employment in the trades, technology, science and engineering or through improved business access for women entrepreneurs.

Child and family care commitments, poverty reduction, accessible, affordable and safe housing are ongoing challenges to advancing women's equality, but are issues around which the Advisory Council is seeing positive changes and ones which the Advisory Council is dedicated to continue working on with the Government of Newfoundland and Labrador and community stakeholders.

Justice services for women remains a priority focus for the Advisory Council. Excellent collaboration and working relationships over the past year have provided real opportunity to advance justice issues for women. The Advisory Council has seen a number of positive changes related to supports for female offenders as well as for women working within correctional services. The Advisory Council will continue its work to address justice services for women, particularly women with complex needs, Aboriginal women and women experiencing sexual violence.

Fundamental to advancing women's equality is the reduction of barriers they face, not only as adults but as young women. The Advisory Council is increasingly concerned about the barriers faced by young women and the negative impact it is having on them. The impact of popular media, the hyper-sexualization of young women and girls and the social impacts of the new economic reality provide a growing challenge to efforts to have young women reach their potential. The Advisory Council will, over the coming year, work with the Government of Newfoundland and Labrador and community partners to support policies and programs to reduce these barriers.

While the Advisory Council has witnessed more women taking leadership roles in communities around the Province of Newfoundland and Labrador, either informally or as members elected to municipal councils, women are far from where they should be in leadership and decision making positions. At all levels of government, on agencies, boards and commissions and in senior leadership positions, women remain seriously under-represented. Working with the Government of Newfoundland and Labrador and community partners, work to advance women in leadership will remain a priority for the Advisory Council.

The Advisory Council's ability to provide advice and recommendations to the Government of Newfoundland and Labrador as defined by the mandate is critical to providing support for policies and programs to advance women's equality. An essential element of this work involves raising public awareness of women's inequality and deepening the understanding of the social and economic realities of women in the Province of Newfoundland and Labrador. Public awareness and outreach are therefore core to the work of the Advisory Council and remain a priority throughout the coming years.

Over the next mission cycle, the Advisory Council will continue to collaborate with community partners and diverse stakeholders to analyze issues, provide advice and/or recommendations and advocate for policies and programs to advance women's equality. The Advisory Council will continue to build and strengthen effective working relationships with the Government of Newfoundland and Labrador and bring key issues and feminist perspectives to the attention of the general public.

6.0 Audited Financial Statements

PROVINCIAL ADVISORY COUNCIL
ON THE STATUS OF WOMEN -
NEWFOUNDLAND AND LABRADOR

FINANCIAL STATEMENTS

31 MARCH 2012

Office of the Auditor General

Management's Report

Management's Responsibility for the Provincial Advisory Council on the Status of Women – Newfoundland and Labrador Financial Statements

The financial statements have been prepared by management in accordance with Canadian public sector accounting standards and the integrity and objectivity of these statements are management's responsibility. Management is also responsible for all of the notes to the financial statements, and for ensuring that this information is consistent, where appropriate, with the information contained in the financial statements.

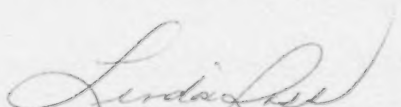
Management is also responsible for implementing and maintaining a system of internal controls to provide reasonable assurance that transactions are properly authorized, assets are safeguarded and liabilities are recognized.

Management is also responsible for ensuring that transactions comply with relevant policies and authorities and are properly recorded to produce timely and reliable financial information.

The Board of Directors is responsible for ensuring that management fulfills its responsibilities for financial reporting and internal control and exercises these responsibilities through the Board. The Board reviews internal financial information on a quarterly basis and external audited financial statements yearly.

The Auditor General conducts an independent audit of the annual financial statements of the Council, in accordance with Canadian generally accepted auditing standards, in order to express an opinion thereon. The Auditor General has full and free access to financial management of the Provincial Advisory Council on the Status of Women - Newfoundland and Labrador.

On behalf of the Provincial Advisory Council on the Status of Women - Newfoundland and Labrador



Linda Ross
President

20 June 2012

OFFICE OF THE AUDITOR GENERAL
St. John's, Newfoundland and Labrador

AUDITOR'S REPORT

To the Board of Directors
Provincial Advisory Council on the
Status of Women - Newfoundland and Labrador
St. John's, Newfoundland and Labrador

Report on the Financial Statements

I have audited the accompanying financial statements of the Provincial Advisory Council on the Status of Women - Newfoundland and Labrador which comprise the statement of financial position as at 31 March 2012, the statements of operations and accumulated surplus, change in net financial assets, and cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian public sector accounting standards, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

My responsibility is to express an opinion on these financial statements based on my audit. I conducted my audit in accordance with Canadian generally accepted auditing standards. Those standards require that I comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

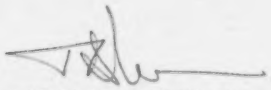
...2

Auditor's Report (cont.)

I believe that the audit evidence I have obtained is sufficient and appropriate to provide a basis for my audit opinion.

Opinion

In my opinion, the financial statements present fairly, in all material respects, the financial position of the Provincial Advisory Council on the Status of Women - Newfoundland and Labrador as at 31 March 2012 and its financial performance and its cash flows for the year then ended in accordance with Canadian public sector accounting standards.



TERRY PADDON, CA
Auditor General

20 June 2012
St. John's, Newfoundland and Labrador

PROVINCIAL ADVISORY COUNCIL ON THE STATUS OF WOMEN - NEWFOUNDLAND AND LABRADOR

STATEMENT OF FINANCIAL POSITION

As at

	31 March 2012	31 March 2011	1 April 2010
		(Note 2)	(Note 2)
FINANCIAL ASSETS			
Cash	$ 126,328	$ 80,450	$ 72,066
Accounts receivable (Note 5)	6,792	4,370	5,060
	133,120	84,820	77,126
LIABILITIES			
Accounts payable and accrued liabilities (Note 6)	11,965	14,106	14,330
	11,965	14,106	14,330
Net financial assets	121,155	70,714	62,796
NON-FINANCIAL ASSETS			
Tangible capital assets, net (Note 7)	8,448	19,530	12,564
Prepaid expenses (Note 8)	8,900	7,624	6,815
	17,348	27,154	19,379
Accumulated surplus	$ 138,503	$ 97,868	$ 82,175

Contractual obligations (Note 9)

The accompanying notes are an integral part of these financial statements.

Signed on behalf of the Council: Linda Lee — **President**; Kelly Power — **Member**

Office of the Auditor General

PROVINCIAL ADVISORY COUNCIL ON THE STATUS OF WOMEN - NEWFOUNDLAND AND LABRADOR

STATEMENT OF OPERATIONS AND ACCUMULATED SURPLUS

For the Year Ended 31 March

	2012 Budget	2012 Actual	2011 Actual
	(Note 12)		(Note 2)
REVENUES			
Province of Newfoundland and Labrador operating grant	$ 462,700	$ 462,700	$ 451,823
Interest	1,000	2,205	290
	463,700	464,905	452,113
EXPENSES (Note 11)			
Advisement of Government	46,000	34,653	35,113
Outreach & Education	18,000	11,948	17,743
Administration	391,000	377,669	383,564
	455,000	424,270	436,420
Annual surplus	8,700	40,635	15,693
Accumulated surplus, beginning of year	97,868	97,868	82,175
Accumulated surplus, end of year	$ 106,568	$ 138,503	$ 97,868

The accompanying notes are an integral part of these financial statements.

Office of the Auditor General

PROVINCIAL ADVISORY COUNCIL ON THE STATUS OF WOMEN - NEWFOUNDLAND AND LABRADOR

STATEMENT OF CHANGE IN NET FINANCIAL ASSETS

For the Year Ended 31 March

	2012 Budget	2012 Actual	2011 Actual
	(Note 12)		(Note 2)
Annual surplus	$ 8,700	$ 40,635	$ 15,693
Tangible capital assets			
Acquisition of tangible capital assets	(7,700)	-	(18,543)
Amortization of tangible capital assets	-	11,082	11,577
	(7,700)	11,082	(6,966)
Prepaid expenses			
Acquisition of prepaid expense	-	(8,900)	(7,624)
Use of prepaid expense	-	7,624	6,815
	-	(1,276)	(809)
Increase in net financial assets	1,000	50,441	7,918
Net financial assets, beginning of year	70,714	70,714	62,796
Net financial assets, end of year	$ 71,714	$ 121,155	$ 70,714

The accompanying notes are an integral part of these financial statements.

Office of the Auditor General

PROVINCIAL ADVISORY COUNCIL ON THE STATUS OF WOMEN - NEWFOUNDLAND AND LABRADOR

STATEMENT OF CASH FLOWS

For the Year Ended 31 March

	2012	2011
		(Note 2)
Operating transactions		
Annual surplus	$ 40,635	$ 15,693
Adjustment for non-cash items		
Amortization of tangible capital assets	11,082	11,577
	51,717	27,270
Change in non-cash working capital		
Accounts receivable	(2,422)	690
Accounts payable and accrued liabilities	(2,141)	(224)
Prepaid expenses	(1,276)	(809)
Cash provided from operating transactions	45,878	26,927
Capital transactions		
Cash used to acquire tangible capital assets	-	(18,543)
Cash applied to capital transactions	-	(18,543)
Increase in cash	45,878	8,384
Cash, beginning of year	80,450	72,066
Cash, end of year	$ 126,328	$ 80,450

The accompanying notes are an integral part of these financial statements.

Office of the Auditor General

1. Nature of operations

The Provincial Advisory Council on the Status of Women - Newfoundland and Labrador (the Council) is a Crown corporation of the Province of Newfoundland and Labrador, established under the *Status of Women Advisory Council Act*. The purpose of the Council is to advise the Minister responsible for the Status of Women, the Government and the public on matters of interest and concern to women. Its affairs are managed by a Board of Directors appointed by the Lieutenant-Governor in Council. The Council is a Crown entity of the Province of Newfoundland and Labrador and as such is not subject to Provincial or Federal income taxes.

2. Conversion to Canadian Public Sector Accounting Standards

Commencing with the 2012 fiscal year, the Council has adopted Canadian public sector accounting standards. These financial statements are the first financial statements for which the Council has applied Canadian public sector accounting standards. The changeover became effective on 1 April 2011 with retroactive application to 1 April 2010.

The conversion affects primarily only the presentation of the financial statements. There has been no change to the accumulated surplus at the date of transition due to the conversion to Canadian public sector accounting standards.

3. Changes in accounting standards: early adoption of released CICA Handbook sections

The Council elected to early adopt the following CICA Public Sector Accounting Handbook sections at the transition date.

(a) Section PS 3410 Revised, Government Transfers

Section PS 3410, *Government Transfers*, was amended by the Canadian Public Sector Accounting Board (PSAB) in December 2010. The main changes pertain to recognition criteria for government transfers, affecting how the Council accounts for such transfers. These amendments are effective for fiscal years beginning on or after 1 April 2012 but earlier adoption is encouraged. The Council decided to early adopt the section for the year ending 31 March 2012. This accounting change had no significant impact on the Council's financial statements.

(b) Sections: PS 3450 Financial Instruments; PS 2601 Foreign Currency Translation; and PS 1201 Financial Statement Presentation

In March 2011, the PSAB approved new Section PS 3450, *Financial Instruments*, Section PS 2601 to replace current Section PS 2600, *Foreign Currency Translation* and Section PS 1201 to replace current Section PS 1200, *Financial Statement Presentation*. The three sections are effective for fiscal years beginning on or after 1 April 2012 for government organizations but earlier adoption is permitted. Government organizations are required to adopt the three sections in the same year. The Council decided to early adopt these sections for the year ending 31 March 2012. This accounting change had no significant impact on the Council's financial statements.

4. Summary of significant accounting policies

(a) Basis of accounting

These financial statements are prepared by management in accordance with Canadian public sector accounting standards for provincial reporting entities established by the PSAB. The Council does not prepare a statement of re-measurement gains and losses as the Council does not enter into relevant transactions or circumstances that are being addressed by the statement.

(b) Employee future benefits

The employees of the Council are subject to the *Public Service Pensions Act, 1991.* Employee contributions are matched by the Council and remitted to the Province of Newfoundland and Labrador Pooled Pension Fund from which pensions will be paid to employees when they retire. This plan is a defined benefit plan, providing a pension on retirement based on the member's age at retirement, length of service and highest earnings averaged over five years.

The contribution of the Council to the plan is recorded as an expense for the year.

(c) Tangible capital assets

Tangible capital assets are recorded at cost, including amounts that are directly related to the acquisition of the assets.

The cost, less residual value, of the tangible capital assets is amortized on a straight-line basis over their estimated useful lives as follows:

Furniture and equipment	5 years
Computer hardware and software	3 years
Leasehold improvements	5 years

Tangible capital assets are written down when conditions indicate that they no longer contribute to the Council's ability to provide services, or when the value of future economic benefits associated with the tangible capital assets are less than their net book value. The net write-downs are accounted for as expenses in the statement of operations and accumulated surplus.

4. Summary of significant accounting policies (cont.)

(d) Prepaid expenses

Prepaid expenses are charged to the expense over the periods expected to benefit from it.

(e) Revenues

Revenues are recognized in the period in which the transactions or events occurred that gave rise to the revenues. All revenues are recorded on an accrual basis, except when the accruals cannot be determined with a reasonable degree of certainty or when their estimation is impracticable.

The Council recognizes the receipt of government transfers as revenue in the period the transfer is authorized and all eligibility criteria have been met, except when and to the extent that the transfer gives rise to an obligation that meets the definition of a liability for the Council.

(f) Expenses

Expenses are reported on an accrual basis. The cost of all goods consumed and services received during the year is expensed.

5. Accounts receivable

	31 March 2012	31 March 2011	1 April 2010
Harmonized sales tax receivable	$ 6,792	$ 4,370	$ 4,672
Trade accounts receivable	-	-	388
	$ 6,792	$ 4,370	$ 5,060

There is no allowance for doubtful accounts since all amounts are considered collectible.

6. Accounts payable and accrued liabilities

	31 March 2012	31 March 2011	1 April 2010
Trade accounts payables and accruals	$ 3,377	$ 6,841	$ 14,330
Accrued employee benefits	8,588	7,265	-
	$ 11,965	$ 14,106	$ 14,330

7. Tangible capital assets

	Furniture and equipment	Computer equipment and software	Leasehold improvements	Total
Cost				
Balance, 1 April 2010	$ 28,749	$ 23,767	$ 2,574	$ 55,090
Additions	6,513	12,030	-	18,543
Balance, 31 March 2011	35,262	35,797	2,574	73,633
Disposals	-	(8,334)	-	(8,334)
Balance, 31 March 2012	35,262	27,463	2,574	65,299
Accumulated amortization				
Balance, 1 April 2010	17,215	23,767	1,544	42,526
Amortization expense	7,052	4,010	515	11,577
Balance, 31 March 2011	24,267	27,777	2,059	54,103
Amortization expense	6,557	4,010	515	11,082
Disposals	-	(8,334)	-	(8,334)
Balance, 31 March 2012	30,824	23,453	2,574	56,851
Net book value, 31 March 2012	**$ 4,438**	**$ 4,010**	**$ -**	**$ 8,448**
Net book value, 31 March 2011	$ 10,995	$ 8,020	$ 515	$ 19,530

8. Prepaid expenses

	31 March 2012	31 March 2011	1 April 2010
Professional fees	$ 2,822	$ -	$ -
Rent	2,618	2,618	2,618
Workplace, Health, Safety and Compensation Commission	2,598	2,902	2,206
Insurance	862	821	805
Salary	-	1,283	1,186
	$ 8,900	$ 7,624	$ 6,815

Office of the Auditor General

9. Contractual obligations

In August 2007, the Council entered into a five year agreement for the lease of office space requiring monthly lease payments of $2,618 with an option to renew for an additional five years at the same terms and conditions.

10. Financial instruments

The Council's financial instruments recognized on the balance sheet consist of cash, accounts receivable, and accounts payable and accrued liabilities. The carrying value of these instruments approximate current fair value due to their nature and the short-term maturity associated with them.

Risk management

The Council recognizes the importance of managing significant risks and this includes policies, procedures and oversight designed to reduce the risks identified to an appropriate threshold. A significant risk currently managed by the Council is liquidity risk.

Liquidity risk

Liquidity risk is the risk that the Council will be unable to meet its contractual obligations and financial liabilities. The Council manages liquidity risk by monitoring its cash flows and ensuring that it has sufficient resources available to meet its obligations and liabilities.

11. Expenses by object

The following is a summary of expenses by object:

	2012 Actual	2011 Actual
Salaries and benefits	$ 300,291	$ 304,507
Travel related expenses	30,628	40,851
Rent	29,608	29,608
Supplies & services	26,115	20,920
Professional fees	16,951	22,388
Amortization of tangible capital assets	11,082	11,577
Other	9,595	6,569
	$ 424,270	$ 436,420

As of 31 March 2012, the Council's actual expense did not exceed its legislated expense limit.

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12. Budgeted figures

Budgeted figures have been provided for comparison purposes and have been derived from the estimates approved by the House of Assembly of the Province of Newfoundland and Labrador.

13. Employee future benefits

The Council and its employees contribute to the Public Service Pension Plan in accordance with the *Public Service Pensions Act, 1991*. The Government of Newfoundland and Labrador administers the plan, including payment of pension benefits to employees to whom the act applies. The Public Service Pension Plan is a multi-employer, defined benefit plan.

The plan provides a pension to employees based on their length of service and rates of pay. The maximum contribution rate for eligible employees was 8.6% (2011 - 8.6%). The Council's contributions equal the employee contributions to the plan. The Council is not required to make contributions in respect of any actuarial deficiencies of the plan. Total pension expense for the Council at 31 March 2012 was $18,831 (2011 - $18,860).

14. Related party transactions

The Council receives operating grants from the Province of Newfoundland and Labrador. Operating grants received during the year totalled $462,700 (2011 - $451,823)

15. Comparative figures

Certain comparative figures as at 31 March 2011 and 1 April 2010 and for the year ended 31 March 2011 have been reclassified to conform to current year's presentation.

16. Non-financial assets

The recognition and measurement of non-financial assets is based on their service potential. These assets will not provide resources to discharge liabilities of the Council. For non-financial assets, the future economic benefit consists of their capacity to render service to further the Council's objectives.

APPENDICES

APPENDIX A: Biographical Information

Council members 2012-2015:

- Linda Ross, President/CEO – St. John's
- Carolyn Lavers, Vice-President – Port aux Choix
- Cynthia Benoit – Conne River
- Hilda Whelan – Whitbourne
- Kelly Power – Paradise
- Lorraine Hearn – Grand Falls- Windsor
- Mary Pia Benuen – Sheshatshiu
- Melita Collier – St. Alban's
- Michelle Murdoch – St. John's
- Stephanie Flowers – Happy Valley-Goose Bay
- Yamuna Kutty – St. John's

Linda Ross joined the Advisory Council as President in 2009. She holds an Honours BSc in Biology from the University of Waterloo. She has held the position of President/CEO of the Provincial Advisory Council on the Status of Women, Newfoundland and Labrador since May 2009. Previous to this, Linda spent 24 years working in the field of international development with Oxfam Canada focusing on the area of gender and development with particular emphasis on the social and economic exclusion of women. Her work has involved travel in Central and South America, Africa and Asia. As a member of Oxfam Canada's - Gender Working Group, she was involved in the development of their first gender action plan related to internal and external operations. Linda has a history of leadership and experience in dealing with issues that affect women on a local and global scale. Linda has and continues to be actively engaged on the Boards of Directors of numerous community based organizations. Ms. Ross resides with her family in St. John's.

Mary Pia Benuen was born and raised in Sheshatshiu, Labrador. Through hard work and many sacrifices, Mary Pia was the first Innu woman to become a nurse. She is a true community leader, involved in health promotion, facilitating workshops, and community research. She sits on a number of community advisory groups. Mary Pia volunteers with the Family Resource Centre and is always willing to go that "extra mile" with families who are experiencing hardships, including providing emotional support when suicide or death occur. Mary Pia and her beautiful daughter live in Sheshatshiu. Mary Pia was a member of the Advisory Council from 2006-2009 and continues in 2009-2011.

Yamuna Kutty is the President of the Multicultural Women's Organization of Newfoundland and Labrador. She has also served on the St. John's Status of Women Council, the National Action Committee on the Status of Women, and the National Organization of Immigrant and Visible Minority Women of Canada. Yamuna is involved with numerous projects and initiatives. She brings critical perspectives about lives of immigrant and refugee women to our work, along with a warm and caring heart. She has an extremely busy volunteer schedule. Yamuna and her family live in St. John's. Yamuna was a member of the Advisory Council from 2006-2009 and continues in 2009-2011.

Carolyn Lavers is an Economic Development Officer with the provincial Department of Innovation, Business and Rural Development in Port au Choix. She is a small business entrepreneur and worked with the former Women's Enterprise Bureau. Carolyn has served on the boards of several local business development boards and other community agencies. She is also deeply concerned about issues related to violence, rural child care solutions, women's employment and women in leadership. She brings great dedication and insight to our work. Carolyn lives in Port au Choix. Carolyn was a member of the Advisory Council from 2006-2009 and continues in 2009-2011.

Michelle Murdoch is a determined feminist with a disability. She is a past Chair of the Independent Living Resource Centre (ILRC), a cross-disability service organization. Michelle earned her Master's in Women's Studies from Memorial University. As part of her program, she completed a participatory action research project about women with disabilities and employment. Her interests extend across a broad range of social justice issues, including poverty, employment and education. She is keenly analytical and always ready to ask the important questions. Michelle and her family live in St. John's. Michelle was a member of the Advisory Council from 2006-2009 and continues in 2009-2011.

Stephanie Flowers is an Aboriginal woman originally from the community of Rigolet, on the north coast of Labrador. She obtained her bachelor's degree in Psychology from Saint Mary's University in 2005. Currently she is working as a Project Coordinator with the Mokami Status of Women Council, but has also worked with the Canadian Paraplegic Association as an Employment Counsellor. Stephanie was a board member for 5 years with Lake Melville Community Employment, an organization supporting individuals with developmental delays obtain and maintain meaningful employment. She is deeply passionate about working with women and would like to expand her education and advocacy into maternal health. She currently resides with her family in Happy Valley. Stephanie joined the Advisory Council in 2009 for a 3-year term.

Kelly Power is currently the director of the Carpenter Millwrights' College in Paradise. She has actively promoted skilled trades to women and encouraged partnerships with organizations to attract women to the construction industry. Kelly is very passionate about ensuring the success of female apprentices and works closely with them to help mediate barriers in training and employment. Kelly has been involved with the Federation of Labour, Education Committee and with the Department of Innovation, Business and Rural Development, Strategic Partnership Innovation Committee. Kelly is originally from Hermitage and currently lives with her family in Paradise. Kelly joined the Advisory Council as a member in 2009 for a 3-year term.

Hilda Whelan was recently involved in fighting for women's rights in a case involving surviving spouses and the Worker's Health and Safety Compensation Commission. Hilda solely represented and fought for all widows involved in the case for fifteen years, winning an important victory for women's equality. She is a strong advocate, concerned about a wide variety of issues affecting women, including violence and access to child care. Hilda brings the realities of rural women to the work of the Advisory Council. She is determined to continue to make a difference. Hilda and her family live in Whitbourne. Hilda was a member of the Advisory Council from 2006-2009 and continues in 2009-2011.

Melita Collier is a Career Development Specialist with Department of Advanced Education and Skills. She has been committed to women's issues and advancements for many years and in numerous ways. Her involvement in the Coast of Bays International Women's Day Committee is one of the ways she expresses her passion for ensuring healthy, safe and supportive workplace practices for which diversity and inclusiveness is valued. Melita works with marginalized and under-represented groups, bringing awareness and education to women's social, economic and political challenges, and she is a Silent Witness Advocate. She obtained a Bachelor of Administrative Studies in 1997 from York University in Toronto and returned to Newfoundland in 2003. She visits Toronto, where her daughter lives, regularly. Melita currently resides in St. Alban's.

Cynthia Benoit was born and raised in St. Alban's Newfoundland. After high school Cynthia went on and graduated from St. Thomas University in New Brunswick with a Bachelor of Arts and Human Services Counselling Diploma. Over the course of Cynthia's career she has worked and volunteered in the social services sector. Through Cynthia's work and volunteer activities she has had the opportunity to work with youth directly dealing with social policies and issues. It is through these experiences that Cynthia has developed compassion and empathy specifically for children and youth. Cynthia is currently working with Miawpukek First Nation Self Government Initiative as a Communication Manager where she facilitates a school program relating to Self Government. Cynthia is also currently enrolled part time in the Distance Bachelor of Social Work program at the University of Manitoba where is she near completion of this degree. Cynthia hopes to continue to work in the Coast of Bays region with the goal of continuing to be a strong advocate of our children and youth. Cynthia lives in the community of Conne River with her husband and two children Will and Kailee.

Lorraine Hearn's professional background is in the fields of Nursing and Addiction Studies and Intervention. In 1998, she graduated from McMaster University in Ontario with two Diplomas -- one in Addictions Studies and the other in Addictions Care Worker. In 1998-9, she earned, Associate Counselor Status in Addictions through the Canadian Certification Board for Alcohol and Drug Counselors'. She began volunteering with the Committee Against Violence in 1992 and over the years, held various executive positions. Lorraine presently holds the position of *Executive Director* with the Central West Committee Against Violence Inc. working under the Violence Prevention Initiative. She is responsible for the central west region of the province. This committee is one of ten working throughout the province under the Government's Violence Prevention Initiative. Lorraine's role is to provide leadership in violence prevention initiatives as well as provide education, awareness and training on violence issues. She has extensive background in delivering community presentations, workshops and training in all areas of violence as well as advocating for women and victims of violence.

APPENDIX B: Values

The values expressed in this plan reflect the governing values for the operation of the Advisory Council and the conduct of its staff and council members.

As an equality-seeking organization, the Advisory Council works from a feminist perspective to advocate for women's full and equal participation in all aspects of society. As the Advisory Council responds to the equality concerns of women in Newfoundland and Labrador, it works to include feminist values in all its processes, activities and initiatives.

Commitment Each individual applies feminist principles when asserting equality and challenging inequality, thereby affecting social and economic change.

Dynamic Each individual contributes to meeting the needs of the diverse women's community in response to the changing social and economic climate.

Inclusiveness Each individual works to ensure that all opinions and knowledge are considered so that the strength that exists in the collective voice of women is sustained and enriched by the diversity of women's perspectives.

Evolving Each individual continues to educate herself about women's inequality as a means of fulfilling her responsibility as a feminist leader in an ever changing environment.

Respectful Each individual contributes to the creation of a respectful environment that ensures women have a safe place to speak openly about inequities.

Celebration Each individual acknowledges both the challenges and the joys of working with and for women and celebrates our collective achievements.

Collaborative Each individual acknowledges the value of working with other individuals and groups to forward a shared agenda of advancing women's equality.